



LIVING

Seniors gear up for this year's Ms. Senior Baldwin Pageant on Oct. 20.

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SPORTS

GCN's annual football tab spotlights each team in Baldwin County

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The Running of the Turtles

Traditionally, The Running of the Bulls takes place in Pamplona, Spain in July. The lesser known Running of the Turtles takes place all year long in cities and towns throughout the world. And, while it may not be as life-threatening as The Running of the Bulls, it certainly can be life-changing. So, what's the difference? One is about adventure and thrill-seeking, while the other is about success and referral-seeking. In order to build your business, you've got to move ahead...run if you will. Yet, true success is found not with the bulls, but with the turtles.

Let's take a closer look at the participants in the Pamplona event, how their actions would play in the business world, then compare them to the turtle approach.

Appearance

Bull Runners: Wear white clothing with a red scarf or belt - talk about flashy. For business folk, the Bull Runner style is

about standing out and being seen.

Turtle Runners: Dressed for success in suits, logo shirts or casual business attire - they blend in with the business crowd. In other words they're not shouting "Look at me!" as soon as they enter a room.

Planning Ahead

Bull Runners: Focus primarily on the bull closest to them, without planning for what other bulls may be nearby. This leaves them vulnerable to being blindsided. With business bulls runners, that means they're not thinking ahead about networking opportunities. They just take what comes along and rush around with no focus.

Turtle Runners: Have a plan and arrive ready for all opportunities. From dress code to potential attendees - they know what to expect; who they want to meet and how they'll start conversations. That makes for thoughtful and productive networking - without being harried.



Janice Malone
Commentary

Initial Contact

Bull Runners: Carry a rolled up newspaper in their hand to help distract bulls that may run to close. They take a swat and keep on running. This is akin to business people distracting each other by flinging business cards hither and yon, never stopping to talk to potential prospects.

Turtle Runners: Take a more selective approach. They know building relationships takes time. They only produce a business card when asked for one. This way their potential

prospect has already cleared one hurdle on the way to becoming a client—shown interest!

Follow up

Bull Runners: Are finished when the race is over. Whether they choose a street that the bulls bypass altogether or see a mad rush of animals on their heels, when the race is over they (hopefully) walk away until the next run. This happens for business people when they leave a networking event, toss the collected cards in a drawer and do nothing more than make plans to attend the next event.

Turtle Runners: do consistent and productive follow up. At business events, Turtle runners can often be spotted jotting down notes while talking to others. They may want to remind themselves about a shared hobby or an article they want to send. Whatever the reason, a Turtle Runner will always follow up because they know the race isn't over until you get a refer-

ral, give a referral or make a sale.

As a result, the more successful Turtles Runners are winning the new business by taking a slow and steady approach to getting to know people. With this approach, they don't waste time and resources on prospects that aren't a good fit. And, with great follow up, they turn more prospects into clients and/or referral sources. So the next time you attend a business function and are tempted to act like a Bull Runner—STOP! Slow down and join the Turtle Runners in winning the race that really matters...the referral race.

Janice Malone, a marketing consultant and speaker, is also the executive director of the South Alabama/ Northwest Florida region of BNI. To find networking chapters in your area, call 1800.781.9599 or email jmalone@bni.com.

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